

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028

MINUTES
June 10, 2008
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Craig Donahue, Vice President, The Donahue Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Susan Durante, Los Angeles Film School
Richard Falzone, Off Vine Restaurant
Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Darcy Judd, Robertson Properties Group
George NeJame, Hudson Capital
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Shake Bakalyan, Wells Fargo Bank
George Abou-Daoud, Bowery Street Enterprises
Brent Gaulke, Gerding Edlen
Father Michael Mandala, Blessed Sacrament Church

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting

Guests

None

1. Call to Order

The meeting was called to order by Board President Dirk Degraeve at 4:09 P.M.

2. Public Comment

Dirk Degraeve and the Central Hollywood Coalition Board of Directors welcomed George NeJame, Hudson Capital, as a new member of the Board.

3. Approval of Board Minutes

It was moved by Brad Folb, seconded by Darcy Judd and CARRIED to approve the Minutes from the May 13, 2008 CHC Board Meeting. Unanimously approved.

4. Treasurer's Report

Duke Gallagher reviewed with the Board the delinquencies through May 2008. The current delinquencies for the 2008 year are at about 2.3%, which is less than the originally budgeted 2.5%. Gallagher reported that the BID has an adequate amount of funds currently in the bank to use for the remainder of the year. Kerry Morrison informed the Board that the BID would be bidding out their maintenance contract for 2009 and the cost could increase significantly. Also Blessed Sacrament would be attending the next Board Meeting to make a request for continued support of the Social Services program, which is hosted at their facility. In addition to this, Sarah MacPherson reminded the board that the Streetscape Committee would like to earmark some funds for future tree planting projects in the BID, once the Boulevard's Urban Design Plan is adopted in possibly May or June of 2009.

It was moved by Craig Donahue, seconded by Michael Pogorzelski and CARRIED to approve the Treasurer's Report from May 31, 2008. Unanimously approved.

5. Committee and Program Reports

A. Security Committee

1. H.E.R.O. Program Status: Kerry Morrison reported that the CRA has yet to pay their pledged \$250,000 to the program. That being the case the agency has experienced some problems approving such an expenditure due to their own guidelines for spending. There will be a CRA public hearing on June 19, 2008, to discuss whether or not the CRA should support the H.E.R.O. program. Morrison encouraged Board members to join her in testifying at the hearing in favor of the program in order to encourage the CRA to release the funding. Morrison also advised the Board that they should not pay their PATH H.E.R.O. invoice until the funds from the CRA are approved.

2. Step Up on Second Field Trip: The HPOA staff, along with Board members and community members who are interested, will be touring the Step Up on Second facility in Santa Monica on June 13, 2008. The facility offers housing and support to homeless individuals and those who are mentally challenged living in the Santa Monica area. Board members interested in attending should contact the HPOA office to reserve a spot on the bus, which will be leaving from Hollywood and Vine that Friday morning.

3. Project Y!MBY Connect Day: On Thursday June 26, 2008 the Music Box Theater will be hosting PATH's Project Y!MBY Connect Day. The day will feature over 30 different service providers in one room, who will be ready to aid and assist arriving homeless individuals from the Los Angeles area, primarily in the Hollywood and West Hollywood area. The event will need a minimum of at least 70 volunteers, and Morrison asked that Board members who could spend even an hour at the event to please contact the PATH volunteer coordinator and schedule a time to be apart of what promises to be a very memorable event in Hollywood.

4. Tamarind Neighborhood Watch Update: Craig Donahue informed the board that he and his neighbors on Tamarind have been experiencing an excess of issues related to graffiti and drinking in public on their street. The group is growing tired of what is occurring and would like to take a more active roll in ending the problem. Morrison recommended that the neighborhood watch captain attend the BID's Joint Security Committee meetings on the second Thursday of the month. The captain will then have a chance to interact with various agencies from Andrews International to the LAPD and voice the owners concerns with what is occurring.

B. Marketing and Communications

1. BID Marketing Update: Katie Zandona informed the Board that the latest edition of the Sunset and Vine BID's newsletter was completed and has been mailed out to property owners and stakeholders in the BID. In addition to this Zandona, reported that the Hollywood Visitor Guide and Map sales are moving along steadily. So far the Arclight and a few others from the Sunset and Vine BID area have committed to returning to the map. Zandona is hoping to have more businesses from the Sunset and Vine BID participate this year, as only five were included in last year's map.

2. Emerson College Welcome Lunch: New BID neighbors Emerson College will be welcomed at a lunch with several board members on Thursday, June 12, 2008. The college is tentatively scheduled to break ground at the corner of Sunset and Gordon in 2010.

3. Selma Park Event Overview: Zandona reported that last month's first Family Day at Selma Park event was a huge success. Zandona and the HPOA staff also thanked Carol Massie for donating gift certificates from her McDonald's restaurant as a prize for the day's raffle.

C. Streetscape Committee

1. Streetscape Update: Michael Pogorzelski informed the board that the Sunset and Vine BID will be having their next meeting in July. In addition to this Sarah MacPherson added that the HPOA had recently purchased the film "The Social Life of Small Urban Spaces" by William White, and is currently working with AMPAS to try to find a time to use the theatre in the facility to have a screening of the film for both Boards and those interested in attending.

2. Culver City Tour: Sarah MacPherson reported that the committee will be taking a tour to downtown Culver City on June 27, 2008. The tour will feature prominent members of Culver City answering the committee's questions about the development of the City's Urban Design Plan. All those interested in attending are welcome to meet the group there. Duke Gallagher mentioned that he recently had gone to San Diego, CA. to visit the newly finished "Liberty Station" transformation. Gallagher encouraged the Board to take a trip to see it, as it serves as another example of "great urban design."

6. New Business

A. Discuss and Consider Adopting a Position on the Proposed Hollywood Freeway Cap Park: Morrison informed the Board that she had been recently contacted by Don Scott, Hollywood Chamber of Commerce, to ask her if both the HPOA and CHC Boards would be interested in stating their support of the Hollywood Freeway Cap Park. Morrison informed Don that she could not take a position until either Board had passed a motion stating they were in approval of the idea. Morrison asked the Board if they would consider adopting a policy that would state that the CHC Board and Sunset and Vine BID are in favor of the Hollywood Freeway Cap Park.

It was moved by Duke Gallagher, seconded by George NeJame and CARRIED to approve that the CHC Board of Directors and Sunset and Vine Business Improvement District would support the Hollywood Freeway Cap Park. Unanimously approved.

7. Report from Kerry Morrison

1. Council District 13's Nightclub Taskforce: Morrison informed the board that Council District 13 has recently initiated a taskforce to tighten the city ordinance that regulated nightclubs and restaurants. Currently some establishments secure Type 47 licenses (for restaurant use) but default to operating as a nightclub. Issues related to noise, underage drinking and occupancy loads result. The ordinance is intended to tighten the definitions and give LAPD greater ability to enforce CUPs. A draft of the ordinance will be brought to the board when available.

2. Hollywood Entertainment District BID Renewal Update: The HPOA has surpassed the 50% mark in petition collection. The staff is now working with the City in order to finalize the remaining steps in the process before ballots are sent out this Summer.

3. August Meeting: Morrison requested that the board consider at their next meeting suspending the August Board Meeting as many members may be out of town or on vacation during this time.

8. Consultant's Report

None.

9. Next Meeting

The next meeting was scheduled for Tuesday, July 8, 2008 beginning at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:25 P.M.